THE EFFECT OF *SOCIAL INFLUENCE* ON STUDENTS' PURCHASE DECISION AT MARKETPLACE OF SHOPEE

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Abstract: *The digital age which is signed by the use of internet media on business through various channels such as electronic commerce (e-commerce) creates a new thing of consumer behavior particulary on students. The aims of this study were to find out the effect of social influence on students' purchase decision at marketplace of Shopee. This research is categorized into quantitative research and used a verificative description method. The data were collected using observation and online questionnaire technique. The sampling technique of this research used a purposive sampling with total of the samples were of 91 students who had been purchasing at Shopee. The analysis result showed that there was a positive and significant effect of social influence on purchase decision at marketplace of Shopee is 31,7%. Briefly, the hypothesis proposed in this research was accepted. In conclusion, it can be stated that social influence can effect on students' purchase decision at marketplace of Shopee.*

Keywords: *social influence, purchase decision*

PENGARUH SOCIAL INFLUENCE TERHADAP KEPUTUSAN MAHASISWA BERBELANJA DI MARKETPLACE SHOPEE

Abstrak: Era digital yang ditandai dengan adanya pemanfaatan media internet pada bisnis melalui berbagai saluran seperti perdagangan elektronik *(e-commerce)* menciptakan hal baru dalam perilaku konsumen khusus nya pada mahasiswa. Tujuan penelitian ini adalah untuk mengetahui pengaruh *social influence* terhadap keputusan mahasiswa berbelanja di *marketplace* Shopee. Penelitian ini termasuk ke dalam penelitian kuantitatif dan menggunakan metode deskriptif verifikatif dengan pendekatan *ex post facto* dan *survey*. Data dikumpulkan dengan menggunakan teknik observasi dan kuisioner *online*. Teknik sampling pada penelitian ini menggunakan *purposive sampling* dengan jumlah sampel sebanyak 91 mahasiswa yang pernah melakukan pembelian di Shopee. Hasil analisis menunjukkan bahwa ada pengaruh positif dan signifikan *social influence,* terhadap keputusan mahasiswa berbelanja di Shopee sebesar 31,7%. Singkatnya, hipotesis yang diajukan pada penelitian ini diterima. Kesimpulannya, dapat dikatakan bahwa *social influence* dapat memengaruhi keputusan mahasiswa berbelanja di *marketplace* Shopee.

**Kata kunci**: *social influence,* keputusan berbelanja

INTRODUCTION

The digital era is generally hailed as the industrial revolution 4.0 that technology is growing rapidly in both communication and information technology. Advances in the field of communication and information technology are inseparable from the development of internet technology. Therefore, they assume that the current revolution was the widespread and rapid development of internet technology in human activies. Along with the increasingly global use of information and communication technology in the world, the economic system was born in a new direction, which name is the digital economy. Digital economy also called the internet economy, the new economy, or the web economy can be define as an economy that is based on digital techonogies. Sayekti (2018) stated that digital economy is an economic viewpoint in the future due to economic growth and development characterized by the use of internet services as intermediaries in communicating, collaboration, and cooperation between companies, that means business or trade transactions are experiencing increasingly rapid development. There are 3 digital economy' sectors that are experiencing rapid growth in Indonesia, for instance financial technology (fintech), e-commerce, and on demand service (Agahari, 2017). With the development of internet, firms are reaching out to the consumers through various channels such as electronic commerce (e-commerce). This phenomenon creates new things of consumer behavior in online shopping that people can easily buy and sells their products using e-commerce facility, social media, and community (Vasic *et al.,* 2019).

According to Whiston, et al in Manzoor (2010:2) e- commerce refeers to the use of electronic means and technologies to conduct commerce (sale, purchase, transfer, or exchange of products, service, and/or information), including within business, business-to-business, and business-to consumer interaction. Delivery of product or service may occur over or outside of the internet. This research focuses more on Consumer-to Consumer (C2C) e- commerce. C2C e- commerce involves e- commerce bertween consumers in which consumers interact with other consumers online. C2C business model is based on 3 players: a consumer acting as seller, a consumer acting as buyer and a platform provider or intermediary that connects buyers and sellers to facilitate transactions (Manzoor, 2010:7).

Indonesia is stated one of the countries with big e-commerce delvelopments in Asia. Several factors support the rapid growth of e-commerce sector in Indonesia such as smartphone and internet development are continuously rising, Indonesia has a big population with the strengthening purchasing power amid the robust macro-economic growth, and Indonesia has a young and teach-savvy population (Asosiasi Penyelenggara Jasa Internet Indonesia, 2017).

Based on Figure 1, it shows a graph of the most visited e-commerce site in the third quarter of 2020 or it can be called a graph of consumer buying interest. Based on the result, Shopee came in first place that indicated shopee has a growth in each month. Shopee has experienced in increase in the number of visitors based on the graph of figure 1, Shopee rank first in e-commerce with 96.5 million visitors in the third quarter of 2020.
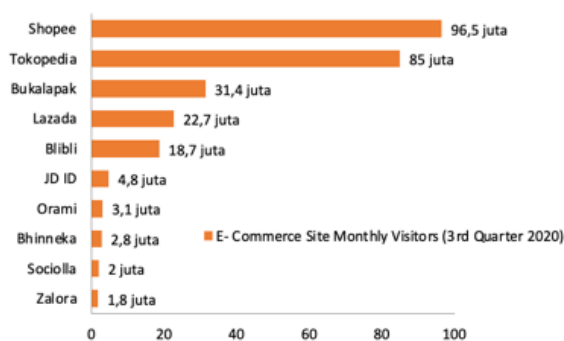
Figure 1. Most Visited E-Commerce in Indonesia E-Commerce Tahun 2020.

That indicated Shopee continuously growing and can compete with other buying and selling site. Shopee is an e- commerce owned by PT. Shopee Internasional which is engaged in buying and selling using concept of a mobile marketplace that all the transactions are carried out on a mobile basis or through an application that can be accessed easily using a smartphone. Based on Indonesia's e-commerce data and statistics report for 2020, it shows estimated that users who are active in online shopping are aged 16 to 64 years or about 66% of the total population of Indonesia, which is 179.7 million people (grahanurdian.com). This point will be accrue along with the increase in smartphone and internet device users every year so, the growth of online shopping will also increase. It indicated, there is a transformation in people shopping behavior from those who usually shop directly to the store, then gradually switch to shopping online. Consumers who prefer to shop online because they want to saves their time. They can do it from anywhere and anytime, the reason why do people shop online because of quick, easy and also convenient, likewise there are many promos and discounts offered.

Basically, everyone makes purchasing decisions, however not all the processes of purchasing decisions are made out by all consumers. Purchase decisions is a stage that a consumer goes through in making choices about products and services to be purchased (Firmansyah, 2018:25). Ordinarily, consumers will recognize their need first while making their choice, afterward they searching for information about the desired product or service, single out products from various choices, then evaluating these choices and simplifying choices on the desired alternative. When consumers have chosen with certainty what product to buy based on their preferences that have been considered, consumers will make decisions whether to buy or not and make real purchases based on the chosen alternative. Based on a preliminary survey by 20 FKIP students at Lampung University who use Shopee application as a medium for online shopping, their purchasing decisions are presented in the following figure.

Figure 2. Preliminary Survey Result Purchasing Decisions Variables.

Based on figure above, it shows there are three statement indicators in preliminary survey consisting of buying products because of their desired, the result obta

iner were 8 students stated strongly agree, 6 students agreed, 4 students disagreed and the remaining 2 students strongly disagreed. Hereinafter, on the second statement indicator, as many as 7 students stated strongly agreed to search information about product before buying, 10 students agreed, and 3 students stated disaggred to search product information.

Subsequently, on the third statement indicator, as many as 7 students stated strongly agree to make a purchase of product when it accordance the store and the price offered, 12 students stated agree and the rest only 1 student who stated disagree. Based on figure 2, it can be observed that a highly influential indicator is making a product purchase when it accordance with the store and the price offered. This is because students choose products purchased from trusted online stores to avoid fake and fraudulent products, also students want product prices that are in accordance with the quality of product purchased.

Making an online purchase decision is not as easy as shopping directly in a store. In physical stores, consumers can see directly the goods they want to buy. However, in online stores, consumers can only see images and spesifications of product displayed on the marketplace (Gunawan, dkk., 2019). There is two factors influence consumers' purchase decisions. The consumers' condition in decision-making includes external and internal factors. Consumers' external factors are usually influenced by social processes experienced in their daily lives. Culture, subculture, group, situation, social class and family are in external factor. Social influence is one part of external factors that can effect on purchasing decisions. Social influence is an information by and implicit or explicit pressures from indivisuals, groups, and the mass media that affects how person behaves (Hoyer & MacInnis, 2018:292).

Certain people such as actress, celebrity, family, a particular work group, and friend have their influence becaouse their power or expertise make others want to follow what they believe, do, or say. Based on a recommendation from friend, celebrity family or other person, it will convince consumers about a product to be purchase because consumers perceive the opinion or use of the product by others as reliable evidence both in terms of product quality and characteristics. Therefore, consumers are influenced by opinions of others in their purchasing decisions.

Information provided by individuals or groups as a social influence also can have a amajor impact on consumers in determining buying interest or decision to buy a product. Someone in searching for information, starting with looking for information on their on their own or turning to other people around. They rely more on other customers or they rely on the experiences and opinions of their family and fiends because usually the information based on their personal experience, recommendations who have tried and felt the product. Therefore, it can save consumers time and money before and after purchase.
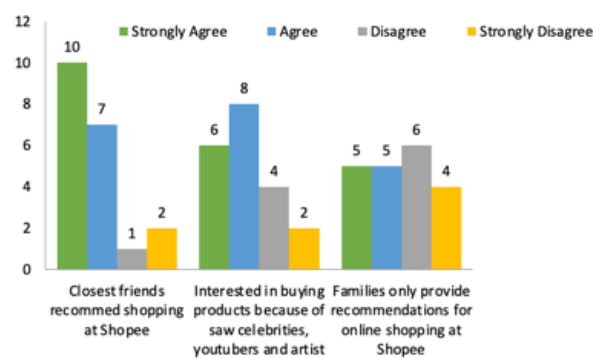
Source: Preliminary survey result of 2021
Figure 3. Preliminary Survey Result Social Influence Variables.

Based on figure above, it can be seen there are three question indicators in the premilinary survey consisting of the closest friends recommending shopping at Shopee. The result obtained are 10 students strongly agree, 7 students agree, and 1 students disagree and 2 students strongly disagree. Futhermore, in the second question indocator as many as 6 students stated strongly agree that an instagram influencer, youtuber, and artist can make students buy products at Shopee, 8 students agree, 4 students disagree, and the remaining 2 students strongly disagree.

Then, on the third indicator is family only provides recommendations for shopping at Shopee. The result obtained as many as 5 students strongly agree, 5 students agree, 6 students disagree and 4 students are strongly disagree. Based on Figure 3, it can be observed that the most influential indicator is the closest friends recommend shopping at Shopee. This is because of shopping experience told from them so that students get a product references and online stores. Based on the preliminary research, it can be concluded that social influence can affect students.

METHOD RESEARCH

This research is a quantitative research to test the reseach hypotheses. This type of research design used a verificative descriptive method because this research aims to determine and provide an overview of the effect of variable X on variable Y that occurs. Descriptive method aims to describe a state of the object or subject of research based in visible facts. While verivication is a method or research step that aims to understand the relationship between two or more variables (Sugiyono, 2013). The variable used to influence is called independent variabel or predictor variabel, meanwhile variable that is affected is called the independent variable.

The population in this study were active students of FKIP Lampung University class of 2017 as many as 1.022 students, moreover the sample used in this study were 91 students obtained from calculation of Slovin's formulla as follow.

$$n = \frac{1022}{1+1022(0{,}1^2)}$$

n = 91,08 rounded to 91

Keterangan :
n = Number of samples
N = Total population
e^2 = Margin of error (0,1)

The samping technique in this study used a nonprobability sampling method with purposive sampling. Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2013: 85). The characteristics include:

a. Active undergraduate students of FKIP Lampung University class of 2017
b. Had been purchasing at Shopee.

The following is the allocation of samples' number for each major.

Table. 1. Allocation of Samples' Number for Each Major

No	Major	Population	Number of Samples
1.	Educational Science	$\frac{265}{1022} \times 91$	23,59 = 24
2.	Language and Arts Education	$\frac{226}{1022} \times 91$	20,12 = 20
3.	Social Studies Education	$\frac{260}{1022} \times 91$	23,15 = 23
4.	Mathematics and Natural Sciences Education	$\frac{271}{1022} \times 91$	24,13 = 24
	Total		91

The data of this study were obtained by using a questionnaire. This technique is used to obtain information about the effect of social influence (X) on students' purchase decision at marketplace of Shopee. The survey is conducted by online using Google Form due to outbreak of the Covid-19 pandemic and distributed online by sending private and forwarded massage through Whatsapp. Currently, the online distribution of questionnairres will be much more effective and efficient. The questionnaire has question relating to research variables. Based on the existing literature, well validated measurement items are adopted and include in the questionnaire. Multi-item and seven points sematic differential type scales.

The analysis data of this study used simple linear regression parametric statistical analysis with analytical tools in the form of SPSS 25 program. Hypothesis testing used parametric statistical analysis. The condition for the data to be tested for hypotheses is that the data must pass the data analysis requirements test and the classical assumption test. It means the data must come from a normal distribution and come from a homogeneous population, the regression line must be linear, and the data must be free from heteroscedasticity symptoms. After the data passed the test, the hypothesis was then tested using regression analysis.

RESULT AND DISCUSSIONS

Result

The research data was obtained from questionnaires distribution to active students of FKIP Lampung University class of 2017 used Google Form media and the following data were obtained.

Table 2. The Demography of the Respondents

Indicator		Frequency	Percent
Gender	Male	13	14,3

	Female	78	85,7
	Total	91	100,0
Allowence	< 1.000.000	57	62,6
	1.000.000 - 2.000.000	26	28,6
	2.000.001 - 2.500.000	8	8,8
	Total	91	100,0

Source: Data Processing Results, 2021

Based on table above, from 91 respondents, the majority is female (85,7%). Moreover, the respondents' allowance, about 62,6% are less than Rp1.000.000. About 28,6% are between Rp1.000.000 and Rp2.000.000, and 8% are between Rp2.000.001 and Rp2.500.000.

The result of the study were then analyzed using regression analysis using SPSS 25 and the following result were obtained

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Table 3. ANOVA Model Regression Analysis Result

Model		Sum of Squares	Df	Mean Square	F	Sig.
				ANOVA[a]		
1	Regression	1679,407	1	1679,407	41,346	,000[b]
	Residual	3615,011	89	40,618		
	Total	5294,418	90			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Social Influence

Based on analysis data result using SPSS on the table above describes F-count value is 41,346 with F-table 3.95 with sig. 0.000 at 0.05. Thus F-count>F-table or 41,346>3.95. Similarly, that social influence has a positive and significant effect on students' purchase decision at marketplace of Shopee.

Tabel 4. Model Summary Regression Analysis Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
			Model Summary	
1	,563[a]	,317	,310	6,37323

a. Predictors: (Constant), Social Influence

Based on the results of the SPSS test on the table above, the R-square value is 0.317, it means that social influence has an influence of 31,7% on students' purchase decisions at marketplace of Shopee. Meanwhile, the remaining 68,3% is influenced by other variables not examined in this study.

Discussion

According to results analysis, it is described that there is a positive and significant of social influence on students' purchase decisions at marketplace of Shopee. This result is in line with Kusuma & Hermawan (2020) about the significant and positive

impact of social influence on purchasing decisions.

Social influence has a positive effect on FKIP Lampung University students' purchasing decisions because evenly Social Studies major' students stated their purchasing decisions are driven by the students' own social environment. Students in the department of Language and Arts, Education Science, and Mathematics and Science also stated the same thing but not a few of the students stated that the environment from their family had little influence on their purchasing decisions on marketplace of Shopee.

Based on the statements, students' social enviroments is proven to be able to influence their purchasing decisions on marketplace Shopee. The social environment, such as closest friends evenly has made purchases on marketplace Shopee. Moreover, there is an exchange of information that influences students to decide on their purchase, for instance by recommending a seller where to buy or providing several online store recommendations at low price. A few students also stated that the experieces of friends who bought products at Shopee make students interested in buying the same products as their friends. Therefore, the exchange of information obtained from environment where students socialize has influenced the thoughts and actions of students to make purchases because students interact more with their friends so that the opportunities for being influenced by the environment are greater. In addition to the change of information that occurs naturally through the surrounding environment, students also get information exchange through social media. The presence of social media influencers such as celebgrams or content creators on the Youtube and Tiktok platforms who share product review videos from Shopee also influences students in their purchasing decisions. Video reviews shared by content creators show their experiences of buying products and not infrequently they also share product links where they bough them so, students feel helped while adding product and seller references that students need.

This opinion is line with Krisnawati (2020) within the social sphere of individuals such as family, reference groups and surrounding social media will have an impact on changing behavior, attitudes and processes in their purchases. As evidenced by Shopee's marketplace successfully entering the targeted market environment so that people are interested in having the same products as those used or recommended by their social circles. According the results of research conducted by Shelviana, et al (2019) which conclude that reference groups with statements of opinions or suggestions from friends han an effect on consumer attitudes and behavior.

Someone who has a wide social scope will certainly get an influence in making purchasing decisions. A congruent opinion is also stated by Priyatmoko (2015) conscluding that social influence can change a person's behavior in making purchasing decisions. When someone has a close relationship with family and friends, there will be an exchange of information about a product, so it will trigger that person to make a purchase on that product.

Moreover, it is supported by the result of research by Rompas & Tumewu (2014) which reveal that although consumers already have the intention to buy a product, but that intention can be changed with encouragement, opinions or suggestions from others. Based on social influence comes from family members and other social influence comes from their friends. If social influence increases purchasing decisions will also increase.

CONCLUSION

Based on the result of the study, it was found that there was a positive and significant influence on the social influence of students' purchase decision at marketplace of Shopee is 31,7%. The students's social environment is proven to be able to influence students' decision. The social environment such as a close friend, has made a purchase at Shopee, thus exchanging information that influences students to decide on their purchase. If students get a lot of information exchange from the social environtment, then student purchasing decisions at Shopee will increase. Students must pay attention to information obtained from social influencs to be more confident in making purchase decisions at Shopee.

ACKNOWLEDGMENT

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